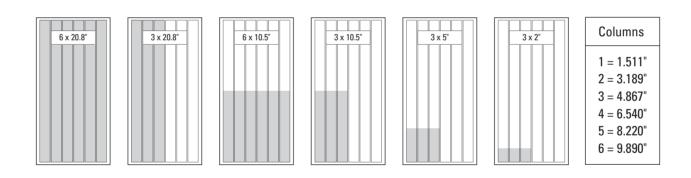
THE DAILY GAMECOCK

We offer a 20 percent discount on the second ad of schedule and 30 percent for all remaining ads. To receive the discount, no changes are allowed. Any time you start a new ad schedule, you will pay full price for the first ad and receive discounts on all other ads on that schedule. The discounted rates listed below are offered in exchange for a commitment to a specified amount. A contract must be signed in order for the rate to apply. All advertising charges (color, online, special sections, etc.) will count toward achieving the contract.

Local		X Univ./Non	·	<	rg.	× National	
Open	\$9.00	Open \$2,000 \$4,000 \$6,000 \$10,000 \$15,000 \$20,000	\$8.00 \$7.50 \$7.00 \$6.50 \$6.00 \$5.50 \$5.00	(Open	\$7.00	<pre> X X X X X X X X X X X X X X X X X X X</pre>	\$11.30
\$2,000	\$8.80	× \$2,000	\$7.50	\$1,000	\$6.80	× \$2,000	\$11.00
\$3,000	\$8.60	\$4,000	\$7.00	\$2,000	\$6.60	\$5,000	\$10.70
\$4,000	\$8.40	\$6,000	\$6.50	\$5,000	\$6.00	\$10,000	\$10.20
\$5,000	\$8.20	\$10,000	\$6.00	\$10,000	\$5.50	\$15,000	\$9.70
\$7,000	\$7.90		\$5.50	\$15,000	\$5.00	\$25,000	\$9.20
\$10,000	\$7.60	×× \$20,000	\$5.00	\$25,000	\$4.50	× \$35,000	\$9.00
\$15,000	\$7.00	\$					
\$20,000	\$6.50	We charge a 20	percent premium for gu	uaranteed positioning if the	space requested is av	ailable. All rates listed are per	column-inch.
\$30.000	\$6.00	×	. ,				



ле, son!	To run an ad on: ———	→ Reserve space by: —	→ And approve artwork by:
it done,	Monday —		> Friday, 11AM
Get i	Tuesday ————	———— Thursday, 5PM —————	> Monday, 11AM
	Wednesday ———		> Tuesday, 11AM
line	Thursday —		> Wednesday, 11AM
Deadlines:	Friday —————	——————————————————————————————————————	——————————————————————————————————————

THE DAILY GAMECOCK

Classifieds

The Daily Gamecock's classifieds page offers advertisers great exposure to a key demographic in the Midlands. Students, faculty and staff turn to the classifieds for job opportunities, tutoring, merchandise, apartments, automobiles, and more. Visit dailygamecock.com/classifieds to create your account and place your ad.

Puzzles

The sudoku and crossword puzzles are very popular features in The Daily Gamecock. Students, faculty and staff can be seen throughout campus passing time solving these entertaining puzzles. Advertisers can take advantage of this captive audience by placing ads within the puzzle areas. This sponsorship offers a great value since the ad will be in front of a potential customer for a long period of time. Puzzles are sold on a first-come, first-serve basis. Puzzle ads can be purchased for \$50 apiece, or \$40 apiece for a block of 10 per semester.

Preprinted Inserts

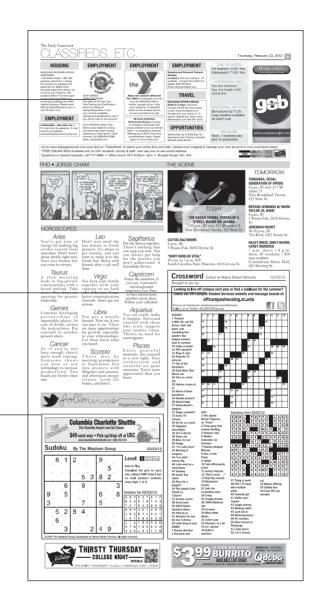
A sample insert must be submitted to the Student Media advertising office at the time the insertion reservation is made. After receiving approval and completing all placement requirements, inserts must arrive at the printer five working days prior to the publication date. For information on rates and our shipping address, visit dailygamecock.com and click on the advertising tab.







FULL SPOT B&W



or	Rates
	or

4 col/in–15 col/in	\$4.00
16 col/in–31.5 col/in	\$3.50
32 col/in–63 col/in	\$3.00
64 col/in–80 col/in	\$2.75
81 col/in–126 col/in	\$240*
Spot Color (any size)	\$50*
All	

*Flat rate. All other prices are by column inch

**Student Media reserves the right to change spot colors to the closest acceptable color formula from the chart. Unacceptable colors include CMYK formulas not listed, any RGB color formulas and Pantone spot colors.